

6 for ME: Breastfeeding Learning Collaborative

June 1, 2016

8:00 AM – 4:15 PM

Maine General Medical Center

Augusta, ME



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Agenda

8 - 8:30 AM Registration

8:30 - 8:45 AM

Welcome and Introductions

Valerie Ricker, MSN, MS, Assistant Director, Division of Population Health

Mary Ellen Doyle MPH, RDN, CLC

Maine CDC

8:45 – 10:45 AM

The business case for exclusive breastfeeding

Bonny Whalen, MD

10:45 - 11:00 AM Break

11:00 AM - 12:00 PM

Adverse health and ethical impacts of formula

Joyce Kelly, RN, BSN, MPH

Lisa Lamadriz, RN, IBCLC

12:00 - 1:00 PM Lunch

1:00 - 2:00 PM

Panel: Challenges to exclusive breastfeeding and becoming Baby Friendly on the 4 D Pathway

Bonny Whalen, MD

Joyce Kelly, RN, BSN, MPH

Lisa Lamadriz, RN, IBCLC

Janet Sirois, RN, IBCLC

2:00 - 2:50 PM

Developing a comprehensive breastfeeding policy

Joyce Kelly, RN, BSN, MPH

Lisa Lamadriz, RN, IBCLC

2:50 - 3:05 PM Break

3:05 - 4:00 PM

Communication strategies for challenging clinical scenarios

Joyce Kelly, RN, BSN, MPH

Lisa Lamadriz, RN, IBCLC

Bonny Whalen, MD

4:00 - 4:15 PM

Closing remarks and evaluations

Kelley Bowden, MS, RN



Purpose

6 for ME is a quality improvement initiative focused on supporting hospitals to implement at least 6 of the “Ten Steps to Successful Breastfeeding”. These Ten Steps are internationally recognized breastfeeding best practices that improve breastfeeding outcomes. The goal is to improve breastfeeding duration and exclusivity for Maine mothers and babies. Maine hospitals have excelled with supporting mothers to initiate breastfeeding. The goal of exclusive breastfeeding for 6 months is elusive and achieving it will require system changes. This program is designed for hospital based health care providers working with pregnant and lactating women. We will explore the latest evidence, the financial aspects of exclusive breastfeeding, and strategies to respond to barriers in implementing these 6 steps.

Program Objectives

- Discuss one key piece of evidence in support of exclusive breastfeeding
- Explain to another provider why implementing evidence-based steps in combination improves breastfeeding outcomes
- Discuss the adverse health and ethical impacts of marketing formula in the birthing hospital
- Discuss challenges faced by providers, and potential strategies to overcome these challenges, when introducing best care practices in a birthing hospital to increase breastfeeding exclusivity and become Baby-Friendly designated
- Strategize development of a state-supported model hospital breastfeeding policy using the work of others as a foundation
- Identify effective counseling and coaching strategies to overcome challenging clinical scenarios when promoting exclusive breastfeeding

Accreditation



6.0 Contact Hour(s)

Maine Medical Center Department of Nursing is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

Fees

There is no fee for this conference. Breakfast, lunch and snacks will be on your own. Hospital cafeteria is available for your convenience.

Registration Deadline: May 24, 2016
Click on the hyperlink below to register

<https://www.eventbrite.com/e/6-for-me-breastfeeding-learning-collaborative-tickets-24235209163>

Directions:

www.maine-general.org
35 Medical Center Parkway
Augusta, ME 04330

Presenters:

- **Dr. Bonny Whalen**
Geisel School of Medicine at Dartmouth, New Hampshire
- **Lisa Lamadriz, RN, BS, IBCLC**
New Hampshire Ten Steps to Successful Breastfeeding
- **Joyce Kelly, RN, BSN, MPH**
New Hampshire Ten Steps to Successful Breastfeeding
- **Janet Sirois, RN, IBCLC**
Maine General Medical Center